



*Healthful
Tonic
Sunbaths
in your
HOME*

With

The **HOMESUN**
Lamp

WELLCOME
LIBRARY

P

9270



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A Better Health Standard



Sunshine . . fresh air . . . exercise . . . sensible eating and drinking . . . comfortable clothing . . . on all sides physicians and health authorities are urging these common-sense measures for achieving a better standard of national health.

Every year this advice strikes a more earnest note of appeal. Why?

Simply because the blind rush of civilisation has been removing us, with each passing year, further from the mode of life for which Nature intended us.

The Unnatural Life

Trains, motor cars, aeroplanes—instead of our feet—take us from place to place. Offices, shops, factories—instead of the fields and herds of our ancestors—offer us our means of livelihood. Lungs created to breathe the wholesome air of the open find scanty satisfaction in the polluted atmosphere of our cities, in the heated closeness of our buildings.

More and more, modern conditions conspire to deprive us of the health-giving and energising forces that Nature provides.

An Enlightened Era at Hand

Fortunately there are encouraging signs that a more enlightened era is at hand. Everyone, to a greater or lesser extent, is beginning to realise the necessity of taking active measures to counteract this change that our modern life has brought about.

Sports, once the recreation of the lucky few, are becoming a universal substitute for physical, outdoor work. Diet is watched more carefully—vitamins, proteins, carbo-hydrates, have become household words. Clothing is more sensible, more comfortable.

These changes are not accidental, they are signs of a civilisation adjusting itself to modern living conditions. They are the outgrowth also of an ever increasing appreciation of all measures that tend to a healthier human life.



Healthful Sunlight

Sunshine, too, is at last being recognised for the body-building, health-creating force that it is. Scientific research has justified the instinctive urge of man to seek a "place in the sun." The healing and invigorating qualities of sunlight have been known and used by successive civilisations since time immemorial.

Hippocrates, the Father of Medicine, practised heliotherapy as early as 460 B.C.; wealthy Romans fitted their country villas with solaria; ever since the dawn of time, man has worshipped the sun as the source of all his blessings.

Every summer, holiday-makers throng to the seaside, the mountains, the open country, submitting to all sorts of discomforts of travel and overcrowding, in an attempt to obtain a brief spell in the warm, invigorating sunshine.

And those whose resources and leisure permit, seek the sun in the dark winter months, journeying to the Riviera, South Africa, the Alps—anywhere that promises a dividend of sunshine.

Metabolism in Health

Health involves a balance between the constructive agencies—air and light, food and fluid—and the destructive activities such as work and heat output. Continual change of matter (metabolism) is taking place in a healthy body, and the greater the effort the faster this change must proceed if balance is to be maintained. The food and air received by the body must be converted into tissue-restoring substances, and the waste products of the body excreted. Light, and especially ultra-violet radiation, is an essential factor in this chemical change. Vitamin D, without which life is impossible, is formed in the skin by sunlight or (more speedily) by the ultra-violet producing quartz lamp. If this vitamin is deficient, the resistance to disease is lowered.

Any physician will tell you that a sub-normal, a "run-down" system opens wide the door to infection or illness. And unless the body receives its intended share of ultra-violet rays, it cannot be wholly normal.

Research defines Ultra-Violet Rays

During the past thirty years, medical research workers the world over have made especially intensive study of the health value of sunlight. They have clearly demonstrated the vital benefits of rich ultra-violet rays.

The various rays of sunlight may be classed in three groups. The infra-red rays—invisible long-waved rays producing heat, but chemically inert. In excess, these rays produce heat stroke. Light rays—perceived as white light, breaking into the seven rainbow colours ranging from red (longest) to violet (shortest). The ultra-violet rays—invisible short-waved rays—these are potent in biological and chemical action but without heat.



Science compensates for vagaries of Sunlight

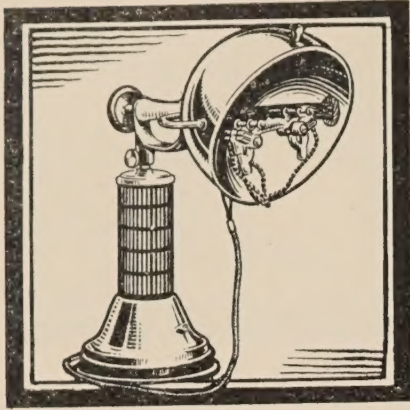
Sunlight, having a high content of ultra-violet rays (exemplified by Alpine sunlight), has been used since the early part of this century in a very important way in the cure and alleviation of a wide variety of diseases. But, largely because of the vagaries of sunlight, scientists have found it necessary to produce, artificially, the ultra-violet rays of sunlight. Various means have been devised and come to wide usage in the hands of the medical profession, and have been found as beneficial in the cure and alleviation of diseases as rich, natural sunlight. In fact, to-day, the employment of powerful artificial sources of ultra-violet rays greatly exceeds the employment of sunlight as a therapeutic measure.

The Bronzed Skin and Strident Vitality

Health—vigorous, glowing, complete health! Who does not seek it? Who does not envy the bronzed skin and strident vitality of the man whose resources and leisure—and intelligence—permit him to “follow the sun,” to live in the open, to breathe clean air, to absorb his full quota of sunshine?

Such health, even to the city dweller, the indoor worker, is no longer beyond reach. A sane diet, intelligent exercise, normal sleep and recreation, are important factors. These almost everyone can have. And now the other requisite to improved health is provided in the form of a simple and effective artificial source of tonic, health-creating ultra-violet rays . . . for daily use in the home.

Science devises the Homesun Lamp



The same scientists who originated the famous Hanovia Alpine Sun Lamp, a very powerful source of ultra-violet rays which is used in the treatment of disease by thousands of physicians the world over, have devised the Homesun Lamp.

Like the Alpine Sun Lamp, the Homesun also produces the healthful ultra-violet rays, but it produces them in a quality and quantity, correct for safe use, and for tonic purposes in the ordinary man's home.

An investment in health is a good investment. An investment in the means for bringing daily, dependable, and invigorating ultra-violet rays to every member of the family, has few equals in the dividends it brings—of better health, of greater activity, of more complete enjoyment of life.

Assisting metabolism, the ultra-violet radiation of the Homesun Lamp naturally stimulates healthy appetite. It also ensures sound, refreshing sleep. During an exposure to the Homesun Lamp nothing unusual is noted save a feeling of relaxation. Some hours later the skin acquires a flush, with a pleasant glow of warmth. This is accompanied by a marked feeling of mental and physical freshness. From the first exposure onwards pallor soon gives way to the clear skin of health.

The "sunshine colour of health" is no idle phrase. The skin that is tanned and bronzed all the year round is clearer, more resistant to attacks from within and without, than the pale or sallow complexion so frequently the result of constant indoor living.

Children need Sunlight

Children, most of all, need the vital forces of sunshine all the year round. Nearly every mother knows this, strives to keep her children in sunshine when climate permits. And now she can create her own "climate"—in so far as it concerns ultra-violet rays—as easily and simply as she can tune in on her favourite station on the radio.

Children—their bodies growing, forming, developing daily—need the tonic rays of ultra-violet every month in the year. Rain—clouds—cold—or driving snow. Whatever the weather may be outside—give them sunshine every day. Keep their bodies supple, lithe, wholesomely tanned, and thus vastly more resistant to illness or infection.

"Common Sense" is needed

The first hot day of summer brings its inevitable result—thousands of sunburned, blistered, miserable "sunshine gluttons." And throughout the entire summer, sunshine takes its toll of discomfort, and of suffering.



The lesson is obvious—but very few seem to learn it. Sunshine—like every other force acting on our bodies—must be taken with moderation—with reason. An overdose of sunshine—like an overdose of food—of drink—or exercise—is foolhardy.

Sun-starved bodies cry out against such sudden and prolonged exposure to a blazing sun in the vain attempt to absorb in a day all the ultra-violet missed throughout months of dreary winter. A moderate amount—all the year round—is far more effective, safer and pleasanter.

With the proper sort of equipment, this latest gift of science to health—tonic ultra-violet rays—requires but a small sacrifice of time. Short exposures of usually ten minutes' duration two or three times weekly—right at home—and regularly throughout the year—bring many of the benefits of all-year sunshine in any climate.

If one is seeking the tonic value of sunshine—one is seeking ultra-violet rays. These rays are invisible, they cannot be detected without special apparatus and special knowledge. For tonic purposes these rays must be produced in the proper quantity and quality to get the best results



*The Homesun Lamp
Supplies Genuine
Tonic
Ultra-Violet Rays*

All so-called "health lamps" do not produce ultra-violet rays—many of them do not even claim to—some of them produce only a negligible amount. The Homesun Lamp does produce ultra-violet rays in the proper quantity and quality for tonic effect—an output of this vitalising force that has been carefully planned, carefully checked by leading experts in this new field of science.

The burner of the Homesun Lamp is of the quartz mercury anode type. As an ultra-violet generator this type of burner is highly efficient and always provides lengthy, trouble-free service. This small, compact lamp produces the rich quality of ultra-violet rays characteristic of the famous Hanovia Alpine Sun Lamp in use throughout the medical profession. In principle of operation, in workmanship, and in effectively carrying out its designed purpose, the Homesun Lamp is the equal of the larger and more powerful lamp of which more than 167,000 are in use by physicians and hospital authorities throughout the world.

The Homesun Lamp is a quality product entirely of British manufacture, and sold at such economical prices as are compatible with a high-grade product. It incorporates only the best materials. It is sponsored by an organisation that pioneered twenty-five years ago in the design and manufacture of the most efficient ultra-violet ray producing equipment for medical purposes. It is brought before the public in sound, ethical fashion, and backed by a substantial guarantee of service. It is not untried. Thousands already use it and testify to its genuine value in the home for tonic purposes.

The Homesun consists essentially of the light source which is an evacuated quartz mercury vapour arc burner, accompanying electrical control, and the stand for the light source itself. For either D.C. or A.C. operation the lamp is extremely simple of form, and can be operated just as easily and economically as the ordinary electric household appliance (often less than 1d. per hour). It requires no adjustments, no replacements. It eliminates



*The Homesun Lamp
is Simple, Safe,
Effective, and
Economical*

hazard from fire, or from burns in handling. It is not only the most efficient, but also the simplest to operate of all ultra-violet producing equipment for tonic use in the home. Anyone in the family can operate this lamp safely—everyone in the family can benefit from its use. Simple and easily followed directions are given with each Homesun Lamp. The only special precautions necessary are to protect the eyes from the brilliant light (goggles are included with the lamp), and to avoid exposures of more than a few minutes' duration. Actually, an exposure for a few minutes entirely unclothed, or partially unclothed, a few times each week, is all that is required for proper tonic effect.

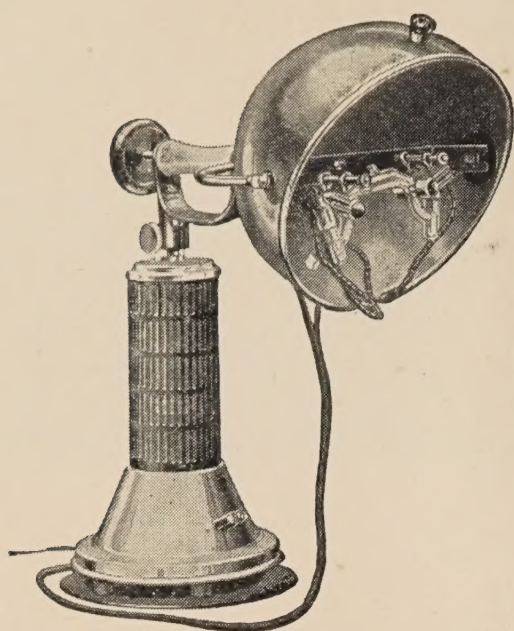
A brief note of warning is, however, necessary. Your doctor will tell you that regardless of the claims made for any health equipment, self-diagnosis and self-treatment of illness should be avoided. The Homesun Lamp is for tonic purposes only. Your doctor possibly employs powerful Hanovia ultra-violet equipment and is the only one who is qualified to diagnose and treat disease. In illness always seek medical advice and consider the Homesun only for tonic treatment.

What Health Authorities Think

W. Kerr Russell, M.D., B.S.—"The careful home use of ultra-violet radiation is justified by intelligent persons in good health who wish to make use of its tonic effects."

Sir William Arbuthnot Lane, Bart., F.R.C.S., M.B., B.S., M.S.—"Do not let us consider these lamps a luxury or something to be had recourse to only in impaired health and in disease, but as necessary to our daily life as the bath or other means of establishing cleanliness, to enable us to be more vigorous and robust, to be free from rickets, the result of an imperfect diet, and to be more capable of overcoming the difficulties and anxieties which we cannot escape in our more elaborate civilisation."

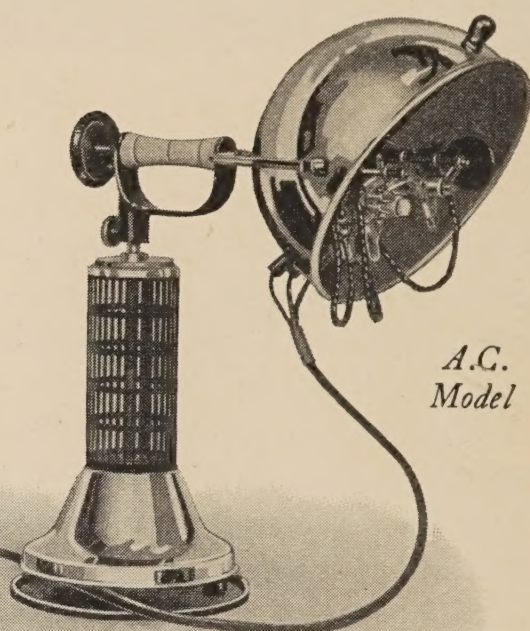
THE HOMESUN LAMP



*D.C.
Model*

A quality product of British manufacture.

A dependable source of healthful tonic ultra-violet rays for any electric wired home.



*A.C.
Model*

The Homesun Lamp for Alternating Current

For any electric supply 90-250 volts, 25-100 cycles; current consumption 280 watts per hour. Complete lamp with burner and portable transformer as illustrated. The lamp is despatched disassembled. It requires but a few minutes for assembly, and is ready for immediate operation when plugged into any convenient electric light or power point. A universal plug is provided.

The Homesun Lamp for Direct Current

For electric supply of 50-250 volts, current consumption 220 watts per hour. The complete lamp with burner. The lamp is despatched disassembled. It requires but a few minutes for assembly, and is ready for immediate operation when plugged into any convenient electric light or power point. A universal plug is provided.

Terms of Purchase

The Homesun Lamp can be purchased at the individual's option, direct from manufacturers or through dealers in electrical or electro-medical supplies. The latter method offers many advantages to the user and is recommended. The Homesun can be purchased from either the manufacturers or dealer, on cash terms, or under liberal hire-purchase terms. The dealer will gladly supply particulars and complete arrangements for the purchaser.

SOME USERS' OPINIONS

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"With regard to 'results,' I have found it very beneficial and am continuing the treatment with it, **with the advice of my doctor, who entirely approves.**"—T.B.R., London, S.E.4.

"I cannot give you a better testimonial to the value of your 'Homesun' Lamp than to say that since its installation at above address, **my wife, self, and son aged 3½ years have been definitely better in health**, and this is now fourteen months since any of us had even such a thing as a cold. I am glad to be able to tell you this because I feel that if only people would use their own common sense and judge by results (actual), the use of the Sunlight Lamp would become more general, resulting in a much better standard of health."—J.S.F., Urmston.

"Personally, we bought the lamp as a tonic, because my wife had had 'flu twice the year before, and I thought that if the general health was maintained there would be less likelihood of catching 'flu. That was my aim, and after one year of use I can state that **my wife and I have kept perfectly fit and free from colds**, and certainly feel better in health."—D.C.P., Wembley Hill.

"My wife, who has for many years suffered from insomnia, finds it is helping her tremendously, and **is getting something like a normal amount of sleep at last**. Artificial sunlight is undoubtedly a great boon, and it is to be hoped that more and more people will try it out for themselves as we have done. Only in that way can its wonders be realised."—F.B., Birmingham.

"I have much pleasure in informing you that I have greatly benefited from the regular use of your 'Homesun' Lamp, and am highly satisfied. The style and finish of the lamp is perfect and **it is so easy to handle**. Also it does its work with mathematical certainty. My main purpose for using the lamp is to keep fit and healthy and remain brown, and I have achieved the desired results."—R.R., London, W.2.

"I am pleased to say that I find the 'Homesun' 50-volt lamp of much benefit; and by using it about twice a week for ten minutes or so I have, so far this winter, **escaped my usual attack of muscular rheumatism**, and certainly feel better in general health for these occasional light baths."—R.L., Mansfield.

"I have pleasure in stating that **we find your 'Homesun' Quartz Lamp very beneficial**. We use it by way of sunlight douches, and we have found that it enables children to pick up more rapidly after severe colds, and to maintain their robust health during the long period of dull and inclement weather. We are, in fact, entirely satisfied with it."—J.B.C., London, E.C.4.

"I am very satisfied with your small 'Homesun' lamp—it has worked perfectly all last winter and up to date. It undoubtedly clears up chilblains, and **is a very fine general tonic**. I use it on my small boy aged seven—he is very liable to colds, but this helps to clear them up."—G.R.G., Harrow-on-the-Hill.

"I have recommended your 'Homesun' Quartz Lamp to many people as it is, I think, **a long way ahead of any other lamps sold.**"—A.G.H., Neston.

SERVICE

GUARANTEE

We guarantee to replace, free of charge, any "Homesun" Lamp or other Hanovia equipment found to be defective through faulty manufacture within twelve months of sale.

HIRE PURCHASE

It is important to note that we conduct our own Hire Purchase arrangements, and we are thus able to offer these facilities at small extra cost. A simple form of Agreement is provided herewith (see page iv).

FREE DELIVERY

All prices include free packing and delivery to any Railway Station in Great Britain—there are no extras. (Free to English railhead for Irish deliveries.)

The Quartz burner is insured on despatch at our expense. We undertake to replace, free of charge, any burner which is delivered in a damaged condition, provided that we are notified of such damage within 48 hours of arrival, and the broken parts returned to us immediately.

INSTALLATION

Full instructions for assembly and operation are issued with the "Homesun" Lamp, and anyone can connect the lamp to the electricity supply in a few moments. The ingenious "universal plug" fits into any light socket, or can be reversed to connect with a power point. When the current is switched on, the lamp may be started by a tilt of the starting handle.

MAINTENANCE INSURANCE

Special insurance of the "Homesun" Lamp, against all risks at the user's address, is provided by the Hanovia Policy issued by the Sun Insurance Office Ltd.

The complete lamp, or the burner only, may be covered at the following annual rates of premium:—

"Homesun" Lamp (complete) for alternating current	£1 2 9
„ direct current	19 0
"Homesun" burner only	16 0
„ direct current	13 9

ORDER FORM

Please supply the following:—

	£	s.	d.
.....“Homesun” Quartz Lamp for Alternating Current @ 18 guineas			
.....“Homesun” Quartz Lamp for Direct Current @ 15 guineas			
I Pair Adults’ Goggles		Free	
.....Extra pairs Adults’ Goggles @ 2/- ..			
.....Pairs Adults’ Arkos Goggles @ 4/- ..			
.....Pairs Children’s Goggles @ 1/- ..			
.....30-minute Timing Clock @ 24/- ..			
.....6-minute Timer @ 7/6 ..			
I enclose.....for.....£			

My Electric Supply is:—

Alternating Current.....volts.....cycles.

Direct Current.....volts.

Signature { Mr.
Mrs.
Miss

Despatch to Address.....

.....

.....

Date

If Purchase out of
Income is preferred,
please see
over.

IMPORTANT.—This form, duly completed and accompanied by the appropriate remittance, may be sent to the Company or to any reputable electrical dealer, who will arrange delivery.

Dealer’s Name and Address:—

AGREEMENT FOR HIRE-PURCHASE

To

THE BRITISH HANOVIA QUARTZ LAMP CO. LTD.,
SLOUGH, BUCKS.

- (1) I AGREE to hire the "Homesun" Quartz Lamp as set out in the Schedule hereto from you and I enclose Two guineas (£2 : 2 : 0) as first instalment of hire rent.
- (2) I AGREE to pay you the sum of £1 : 1 : 0 per month payable monthly in arrears on the day of next and of each succeeding month for months in all. I may at any time after six months terminate the hiring by returning the Lamp complete and carriage paid to you at my own risk, in which case I will pay all hire rent to date of termination.
- (3) The Lamp is to become my absolute property when guineas (£ : :) has been paid in all, but until then it is to remain your property. Should this option be exercised at any time before termination of the period of hire, discount at the rate of $2\frac{1}{2}$ per cent on the amount then paid up in advance would be allowed by the Company. I therefore undertake not to part with it or attempt to assign my rights hereunder, and to use it in a proper manner and to indemnify you against any damage or loss in connection with it. In the event of any breach of this agreement or of my becoming bankrupt or entering into any arrangement with my creditors, you are entitled to terminate the hiring and to enter and resume full possession of the complete Lamp for which purpose I hereby grant any necessary licence and permission.

SCHEDULE

"Homesun" Quartz Lamp for—

						£	s.	d.
Alternating Current	volts	cycles	17 payments of	£1	1	0	..	..
Direct Current	volts		14 payments of	£1	1	0	..	..
Total Cost							..	

Name in full (block letters).....

Permanent Address (block letters).....

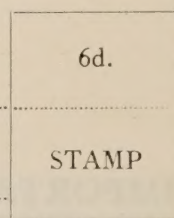
Are you a householder?..... Since how long?.....

Profession or Occupation..... Age.....

Date..... Signature.....

Witness's Signature

Witness's Address.....



THE COMPANY reserve the right to decline an application without stating a reason.

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Signature { Mr.
Mrs.
Miss

Despatch to Address.....
.....
.....

Date

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								2	2	0
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Direct Current	volts		14	payments of	£1	1	0	..		
Total Cost								..		

Name in full (block letters).....

Permanent Address (block letters).....

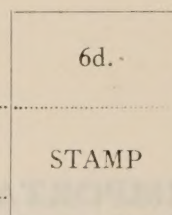
Are you a householder?..... Since how long?.....

Profession or Occupation..... Age.....

Date..... Signature.....

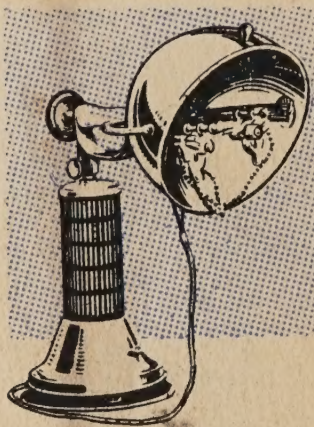
Witness's Signature

Witness's Address.....



THE COMPANY reserve the right to decline an application without stating a reason.

IMPORTANT.—This Agreement, duly completed and accompanied by the deposit of Two guineas, may be sent to the Company or to any reputable electrical dealer, who will arrange delivery.



Made at Slough,
England,
by HANOVIA